

Station	WPMY-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() POLITICAL		7669 STAGERS LOOP	Sales Office ()	WASHINGTON
Product	KEITH ROTHFUS PACD12		DELAWARE, OH 43015	Salesperson ()	KATHRYN SARDINSKY
Estimate#	2409	Agency C/P1/P2/E	//2409		
Buyer	WHITNEY EVERSOLE	Flight Dates	10/03/2012 - 11/06/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS 10/3-11/6 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS ADD 1X NEWS 10/21 10-11P @ \$225 TO THIS CONTRACT
FOR NEWS SPOT FROM 9754292.
ALSO ADD 1X NEWS W/0 10/22 NEWS 10-11P @ \$225
AS PART OF MG PACKAGE FROM 9754292.
ALSO, PLS SEE LN 11 FOR INCORRECT RATE CHG APPLIED TO SPOT
ON 10/6. ONLY SPOT ON 10/13 NEEDED ADJUSTED.
REVISE SPOT ON 10/6 BACK TO ORIGINAL RATE, \$75.
NEW TOTAL AFTER BOTH REVISIONS ARE APPLIED: \$2360
THANKS, ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*11	10/06-10/13	12P-3P	FOOTBALL	:30	\$50.00	SA	1	2	2	\$100.00
Station Remark: V10 PLS CHG RATE BACK TO \$75 FOR SPOT ON 10/6.										

---REPORT TOTALS---

Report Totals: 2 / \$100.00

---SALES MONTHLY TOTALS---

Oct 12: 23 / \$1,355.00 Nov 12: 9 / \$530.00
Sales Totals: 32 / \$1,885.00
Station Totals: 32 / \$1,885.00

Station WPMY-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product KEITH ROTHFUS PACD12

Estimate# 2409

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2409

Flight Dates 10/03/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$188,500	CABL	0%	KDKA	34%	UNKN	0%	WNPA	0%	WPGH	14%
		WPMY	1%	WPXI	26%	WTAE	25%				

---COMPETITIVE COMMENTS---

\$344K IN THE MARKET - SHARE LESS THAN 1%

Books null

Demos RA35+